

ORDER



Orders
Order / Rev: 59130
Alt Order #: 9826065 /Brad
Product Desc: BOB CASEY FOR SENATE
Estimate:
Flight Dates: 09/26/12 - 10/01/12
Original Date / Rev: 09/24/12 / 09/24/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: Shorr Johnson Magnus
Buying Contact:
Billing Contact:
 1831 Chestnut Street
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Casey/D/Senate
Demographic: A35+
Product Codes: State Elections
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	23	\$8,390.00	\$7,131.50
10/01/12	10/01/12	8	\$4,510.00	\$3,833.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	23	\$8,390.00	\$7,131.50	0.00
October 2012	8	\$4,510.00	\$3,833.50	0.00
Totals	31	\$12,900.00	\$10,965.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	19%	\$12,900.00
Market	100%	\$67,894.74

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	54%	\$36,663.16
WHTM	17%	\$11,542.11
WLYH	0%	\$0.00
WPMT	10%	\$6,789.47

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	09/26/12	10/01/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
N 2	WHP	09/26/12	10/01/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	MTWTF--	:30	3	\$110.00	P-3	0.00	NM	3	\$330.00
N 3	WHP	09/26/12	10/01/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
N 4	WHP	09/26/12	10/01/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
N 5	WHP	09/26/12	10/01/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	:30	1	\$135.00	P-3	0.00	NM	1	\$135.00

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